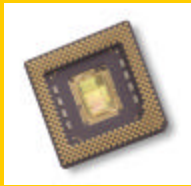


PC2000 Technology Forum

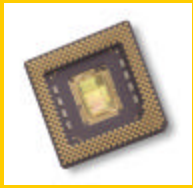
Mark Bode
Director of Marketing



Like a Phoenix, Cyrix
Processors are reborn
under VIA.



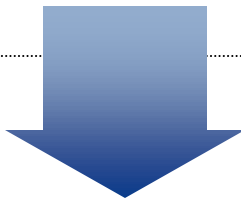
Cyrix



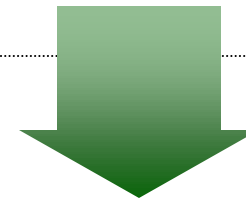
What's happening to Cyrix??

Cyrix
MediaGX
PROCESSOR

Cyrix
MII

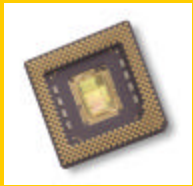


National
Semiconductor



VIA
Technologies

Cyrix



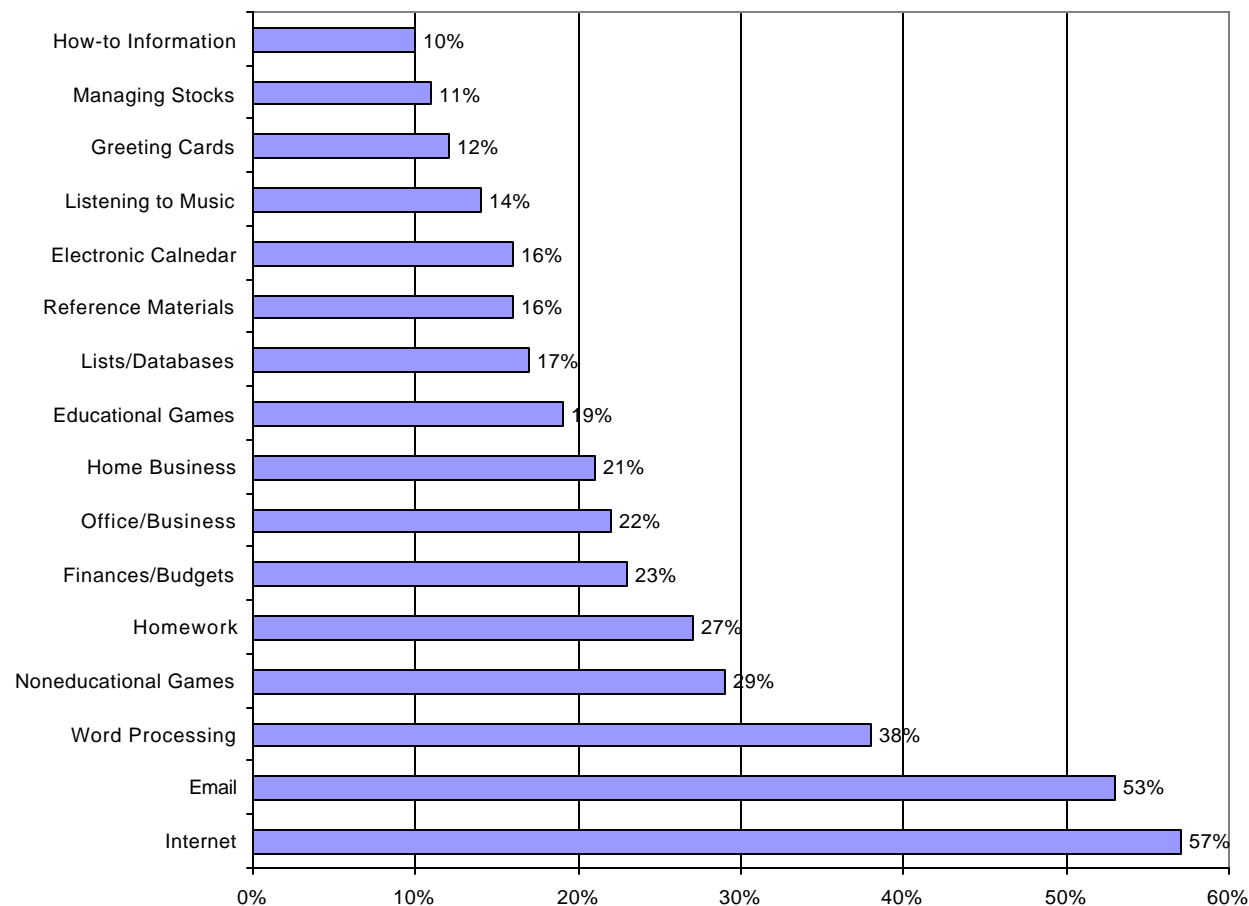
Cyrix Processor Mission

“Cyrix is committed to providing a choice in CPUs for value PCs.”

Our entire business model is geared toward delivering features and benefits ideally suited to value conscious consumers.”



Average Consumers Frequency of Application Use





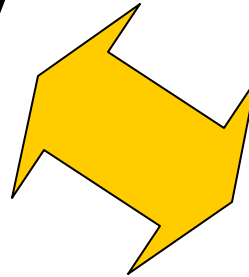
Differences in what consumers want

Basic Users

Ease of Use

Good value for the money

Quality/reliability

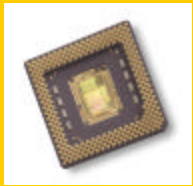


Performance Users

MHz, MHz, etc.

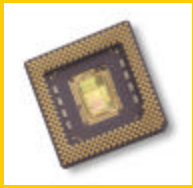
High-end graphics

Rich features



US Consumer PC Market Scenario





VIA controls Entry-level markets in 2000

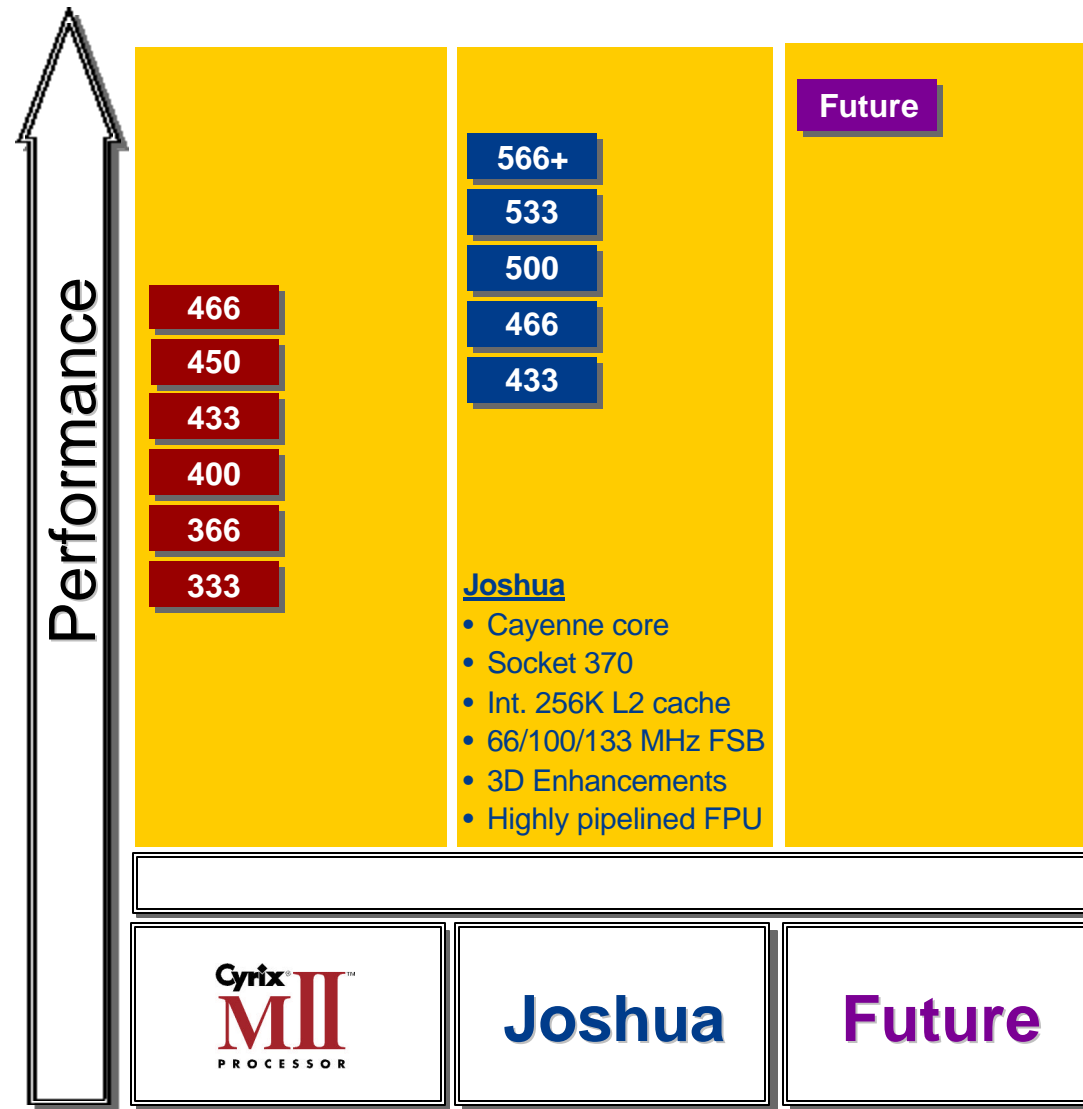
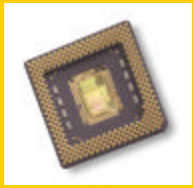
Server/High-end PC
&
Performance PC

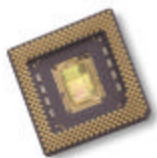


Value PC

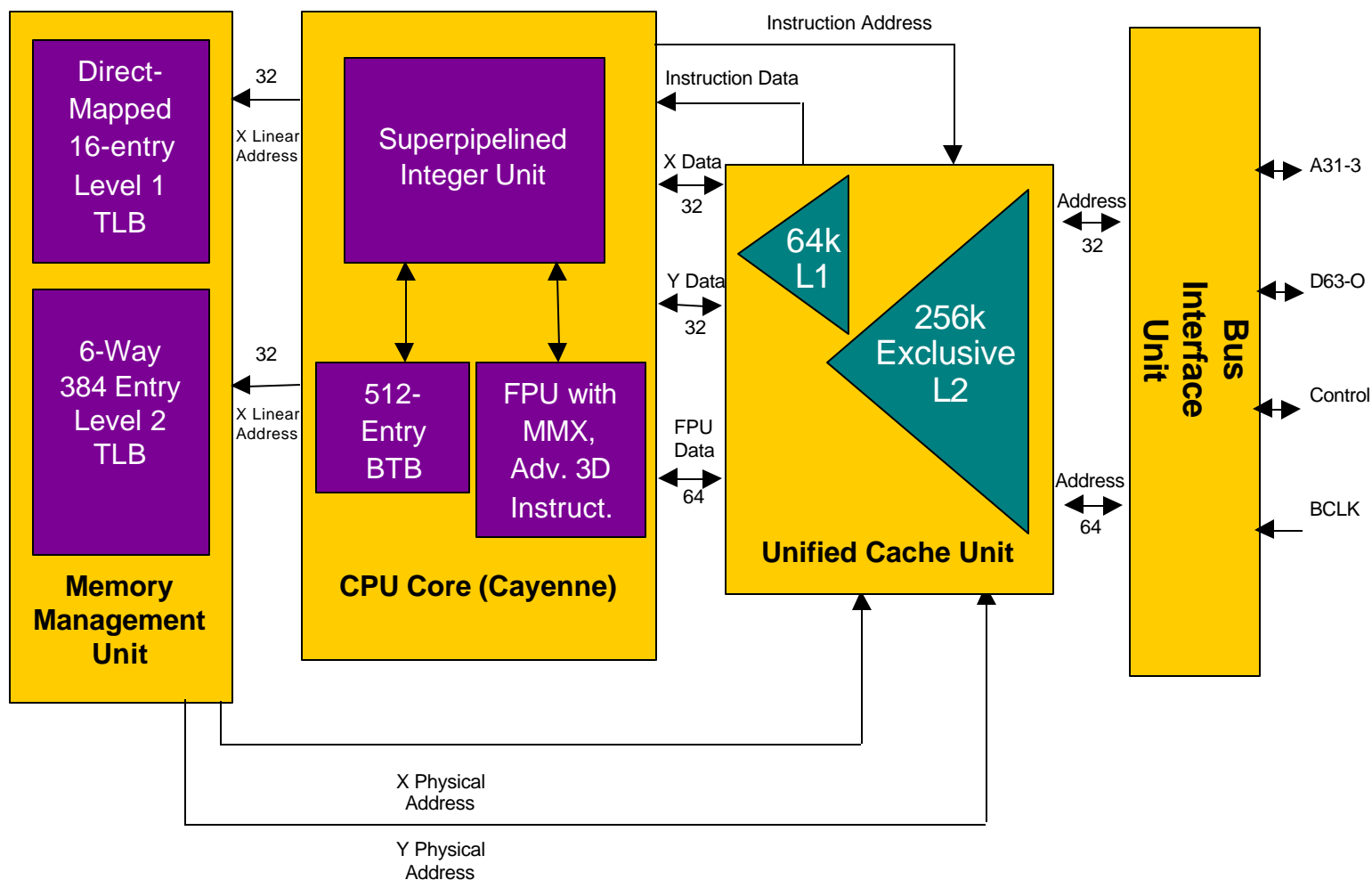


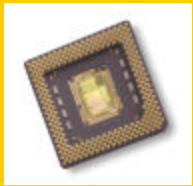
Cyrix Product Overview





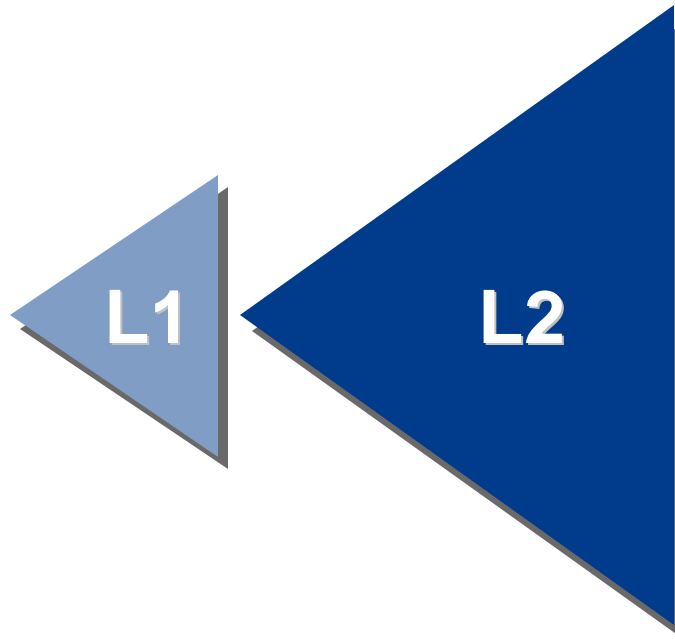
Joshua Processor Architecture





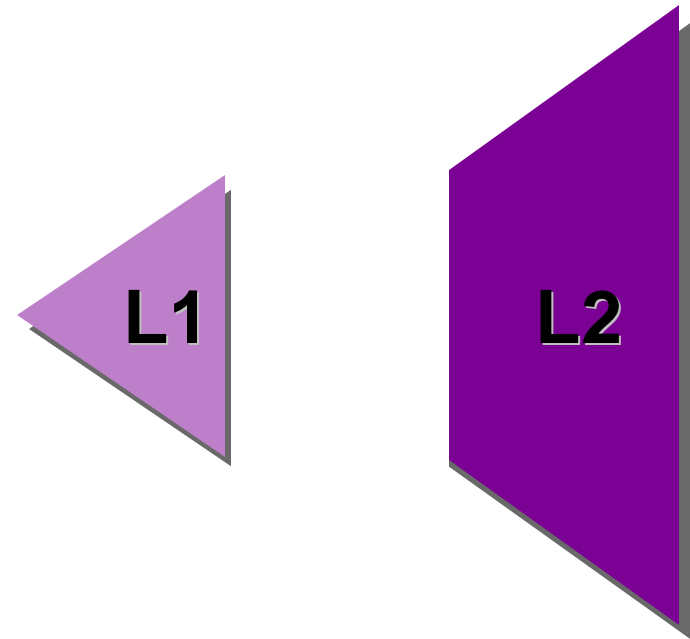
Joshua's Exclusive Cache Utilization

Cyrix Architecture



64k + 256k
= **320k** Total
Addressable Cache

Intel (Celeron) Architecture



32k + (128k - 32k)
redundant L1
= **128k** Total
Addressable Cache



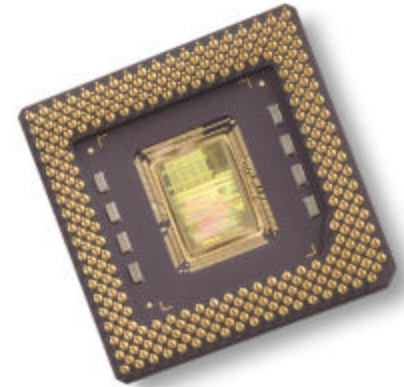
Pentium III-like features at Celeron-like prices

	Joshua	PIII	Celeron
Industry Standard Infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced 3D Instructions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Broad Chipset Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
66, 100 & 133 MHz FSB	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
320K Cache	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	



Infrastructure Support

- Joshua designed to leverage Celeron motherboards
- Pin compatible with Celeron
- Standard 370-pin CPGA package
- Designed to meet Celeron power and thermal specification
- Designed to meet Celeron AC/DC specification



**How will you
compete ?**